Objectives and Methodology

- Research Objective: To assess public opinion on the following issues:

105-05729/

  - The importance of transportation issues.
  - Awareness and support of transportation projects.
  - Support for specific funding sources.

- 1,000 telephone interviews with residents 16 years and older in GVRD, March 27 to April 15.

- Quotas set as follows*:
  - 200 North Shore
  - 300 Central
  - 200 Northeast
  - 300 South of Fraser (150 in Richmond)

- Margin of error: ±3.1%, 19 times out of 20.

*Final results weighted to 2001 Census info.

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KEY FINDINGS

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Summary of Findings – Top of Mind Issues

- Transportation remains one of the top local priorities but has fallen in importance.
  - Transit issues the biggest specific concerns, followed by roads/highways and bridges.
- Two-thirds of residents are able to name at least one major planned or underway transportation improvement. At the top of the list:
  - Sea-to-Sky Highway improvements.
  - Richmond-Airport-Vancouver Rapid Transit.
- Second tier projects include:
  - SkyTrain extensions.
  - Fraser River crossing.
  - Highway 1 improvements.

Summary of Findings – Importance of Projects

- Residents across the region rate the bundle of projects presented as "very" important to Greater Vancouver.
- The bundle of projects is also rated as "very/somewhat" important to them personally.
- There is a perception that the bundle of projects will benefit the entire region.

Summary of Findings – Impact of Projects

- Most residents think the bundle of projects will have a positive benefit on the region. This extends to travel times, traffic congestion, overall quality of life, transit reliability, the economy, and air pollution/climate change.
- The most important benefits are quality of life, the impact on air pollution and the impact on traffic congestion.
  - Nevertheless, all of these benefits are important to residents. Communications about these projects should address all of these issues where possible.

Summary of Findings – Paying for Projects

- There is strong support for having "everyone" pay for major transportation improvements.
- Consistent with the "everyone pays" finding, residents support funding major transportation projects through a variety of user pay and non-user pay revenue sources.
  - Strongest support for transit fares, tolling of new bridges and roads, and parking fees.
  - More moderate support for property and gasoline taxes.
  - Weakest support for tolling existing bridges and roads, and vehicle charge per kilometers driven.
- Just over seven-in-ten think the per head cost of improvements is reasonable.

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Summary of Findings – Paying for Projects

- Residents want bridge and road tolls to be the same at all times of day.
- Residents want property taxes to be levied equally across the entire region.
- Residents are split on whether bridge tolls should be project specific or used throughout the region.

Summary of Findings – Specific Projects

- Three-in-four residents rate the annual $15 per head cost of the Richmond-Airport-Vancouver project as reasonable, and would be willing to pay that amount.
- Residents are split on the issue of putting a $3 per trip toll on new and expanded bridges.
  - 50% of residents feel this is a reasonable amount to pay for new bridge construction and expansion of bridges.

Summary of Findings – Key Messaging

- Several messages work well to increase public support for paying for transportation improvements including:
  - Traffic congestion will double by 2021 without projects.
  - The costs of transportation improvements will be shared by TransLink, the federal government and the provincial government.
  - TransLink is working to improve efficiencies.

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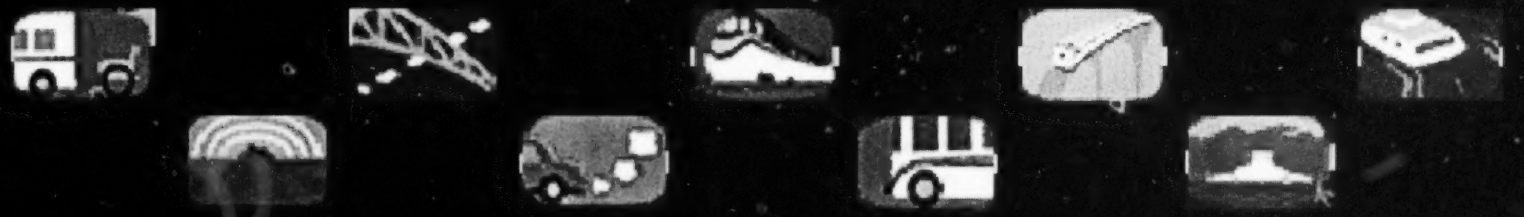

DETAILED RESULTS

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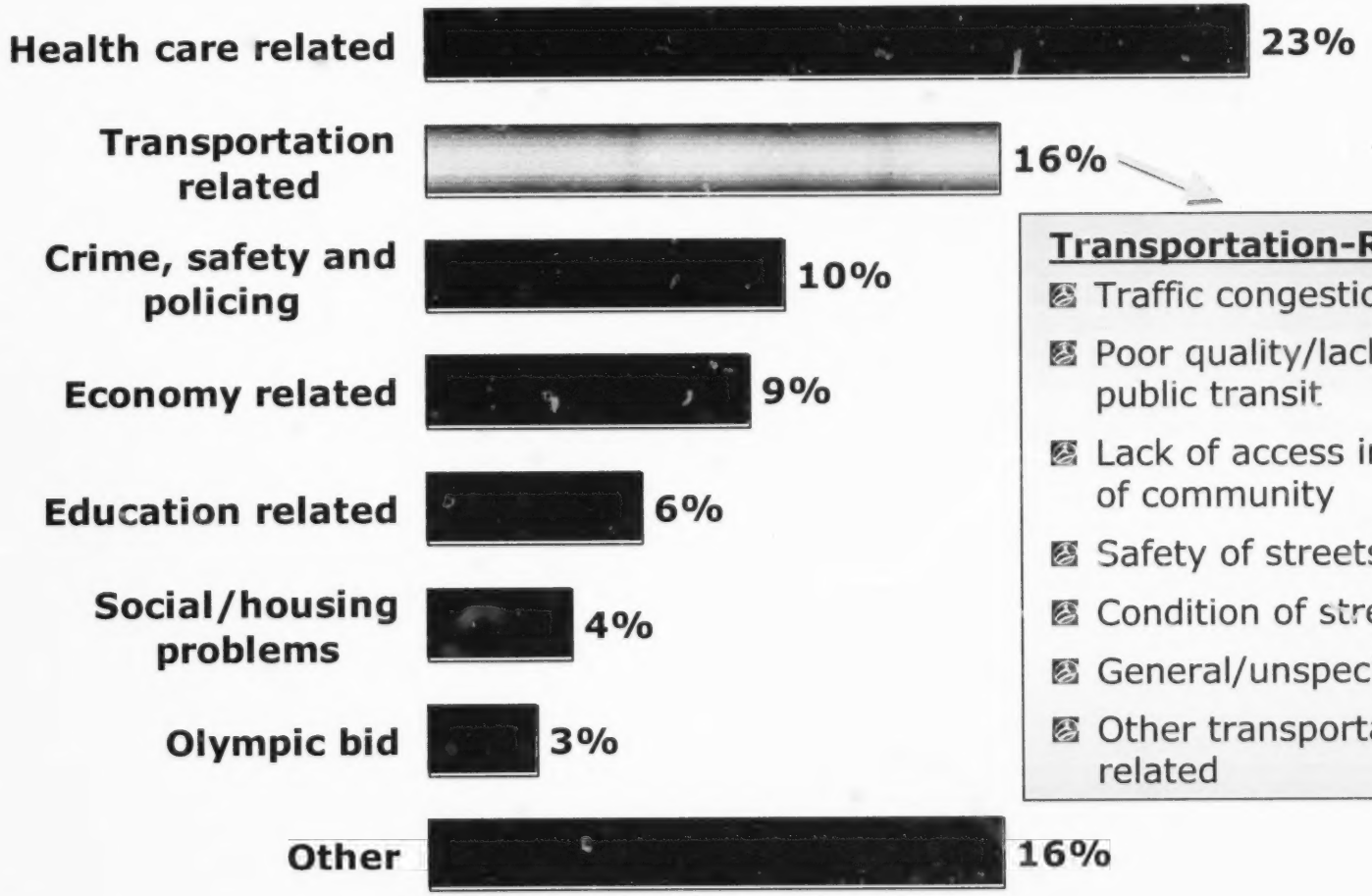
Most Important *Local* Issue: Overall

In your view, what is the most important LOCAL issue facing residents of Greater Vancouver, that is, the one you feel should receive the greatest attention from municipal, provincial and federal leaders?



Transportation-Related Issues

Traffic congestion	6%
Poor quality/lack of public transit	2%
Lack of access in/out of community	1%
Safety of streets	1%
Condition of streets	1%
General/unspecified	1%
Other transportation-related	4%

(n=1,000)

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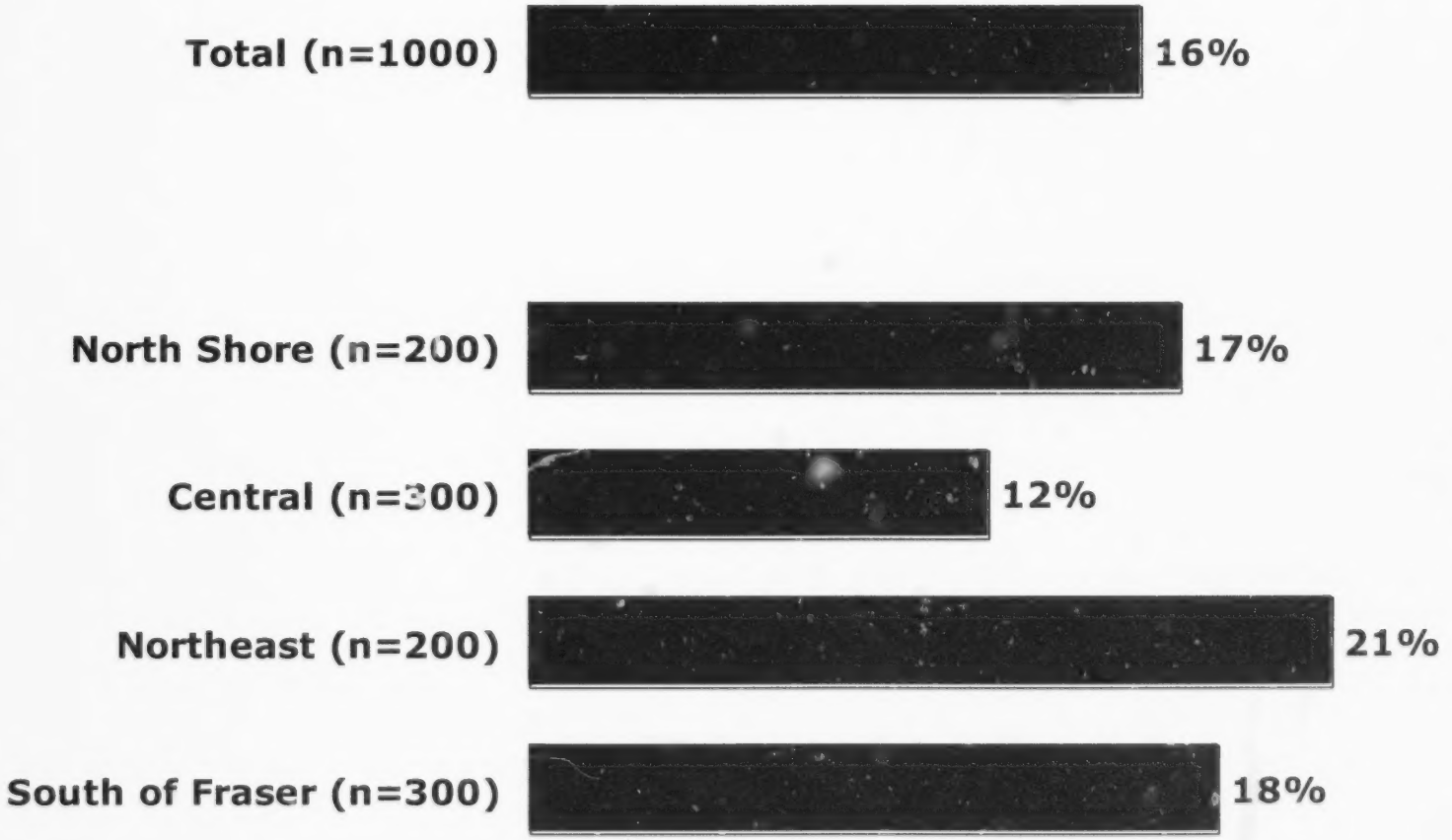
Most Important Local Issue: Transportation

Percentage of Respondents Citing Transportation as the Most Important Local Issue



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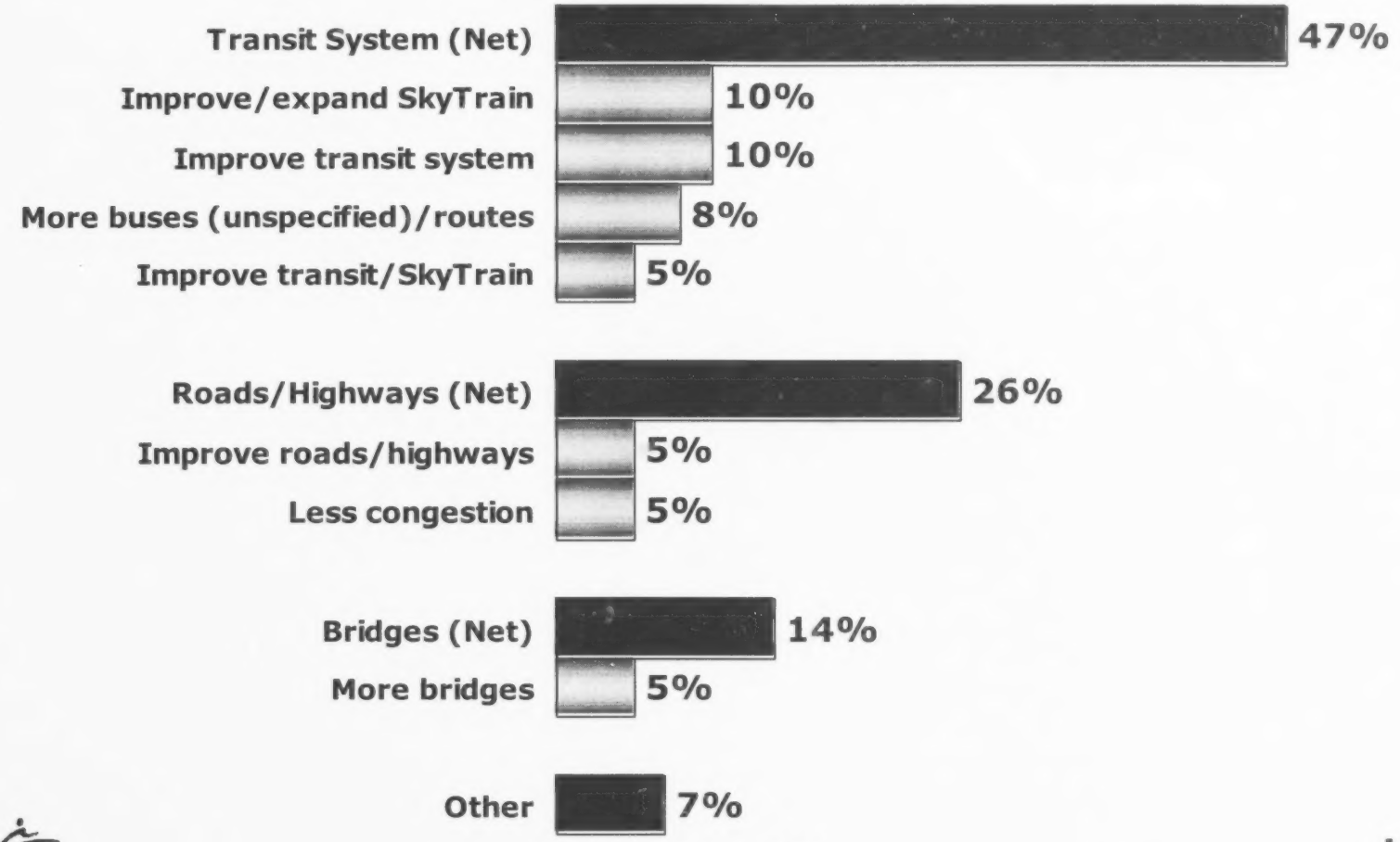
Most Important Transportation Issue

Think for a moment about Greater Vancouver's regional road, bridge and transit system serving the region's 21 municipalities. What is the most important issue related to transportation facing residents of Greater Vancouver, that is, the transportation issue you feel should receive the greatest attention from municipal, provincial and federal leaders?



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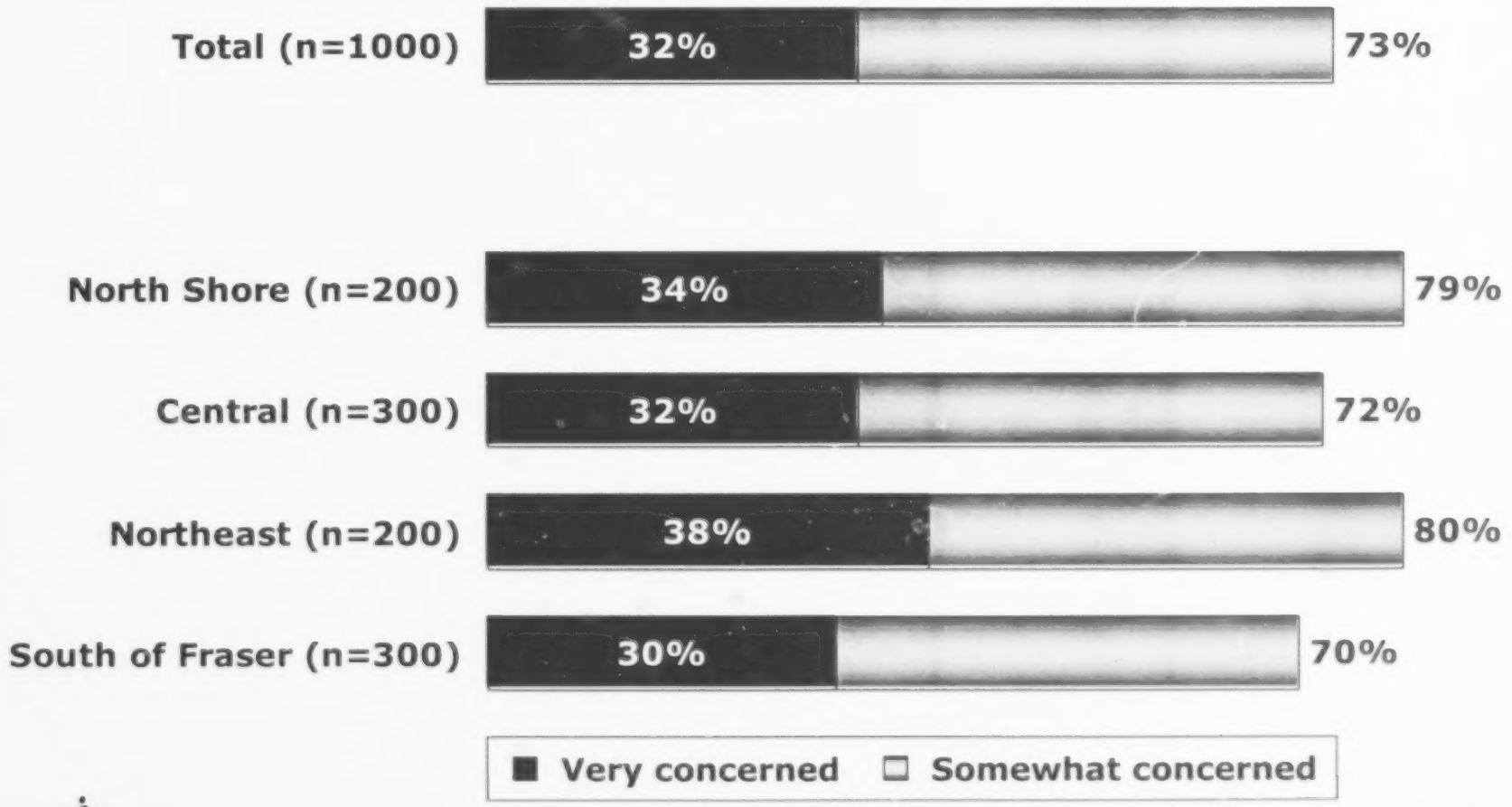
Personal Concern About Transportation Issues

How concerned are you personally about transportation issues facing residents of Greater Vancouver? Are you very concerned, somewhat concerned, not too concerned or not at all concerned about transportation issues?



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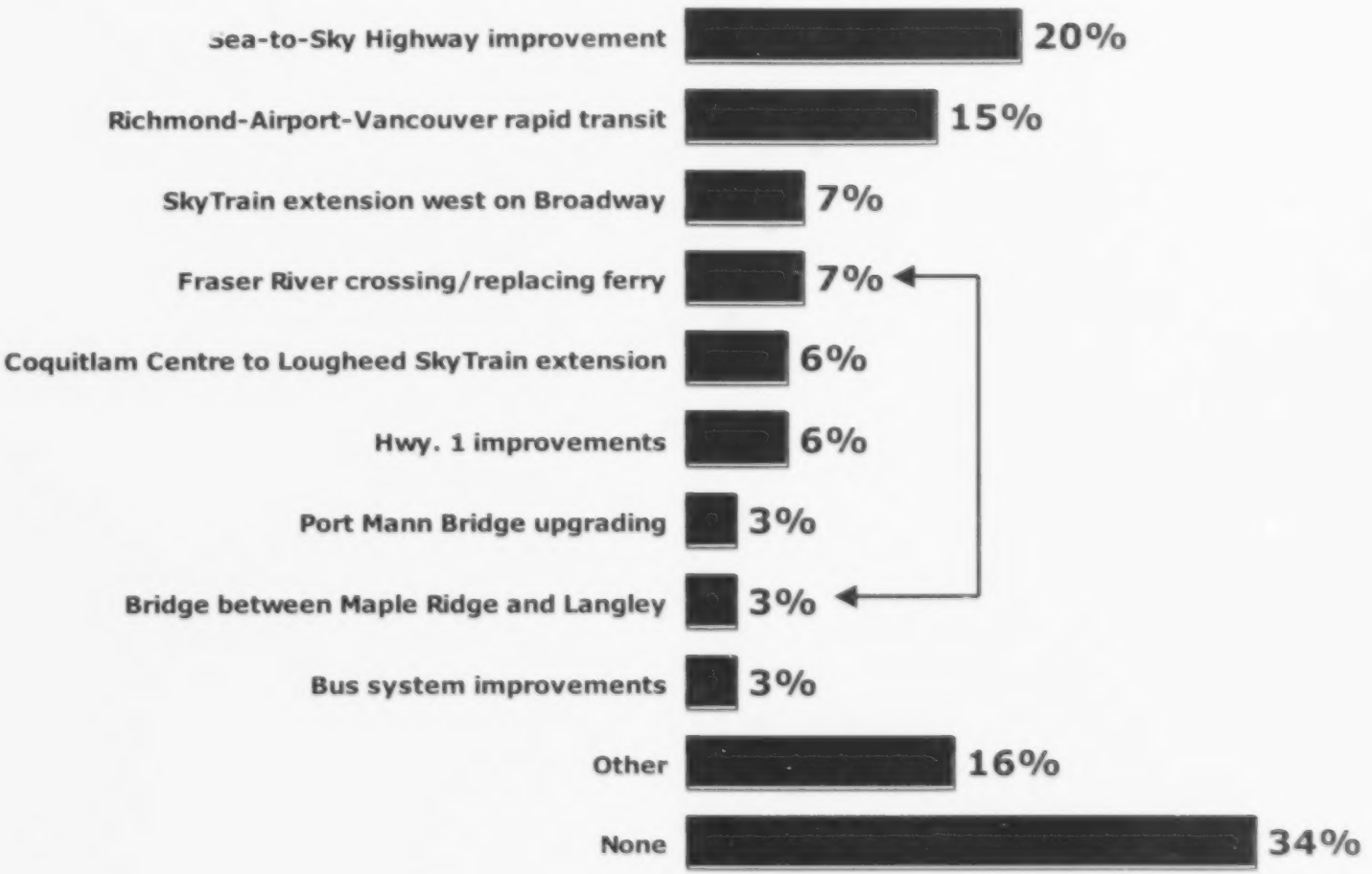
Major Improvements Planned or Underway

As far as you know, what major improvements to Greater Vancouver's roads, bridges and transit are planned or underway for the next 10 to 20 years? Any other improvements?



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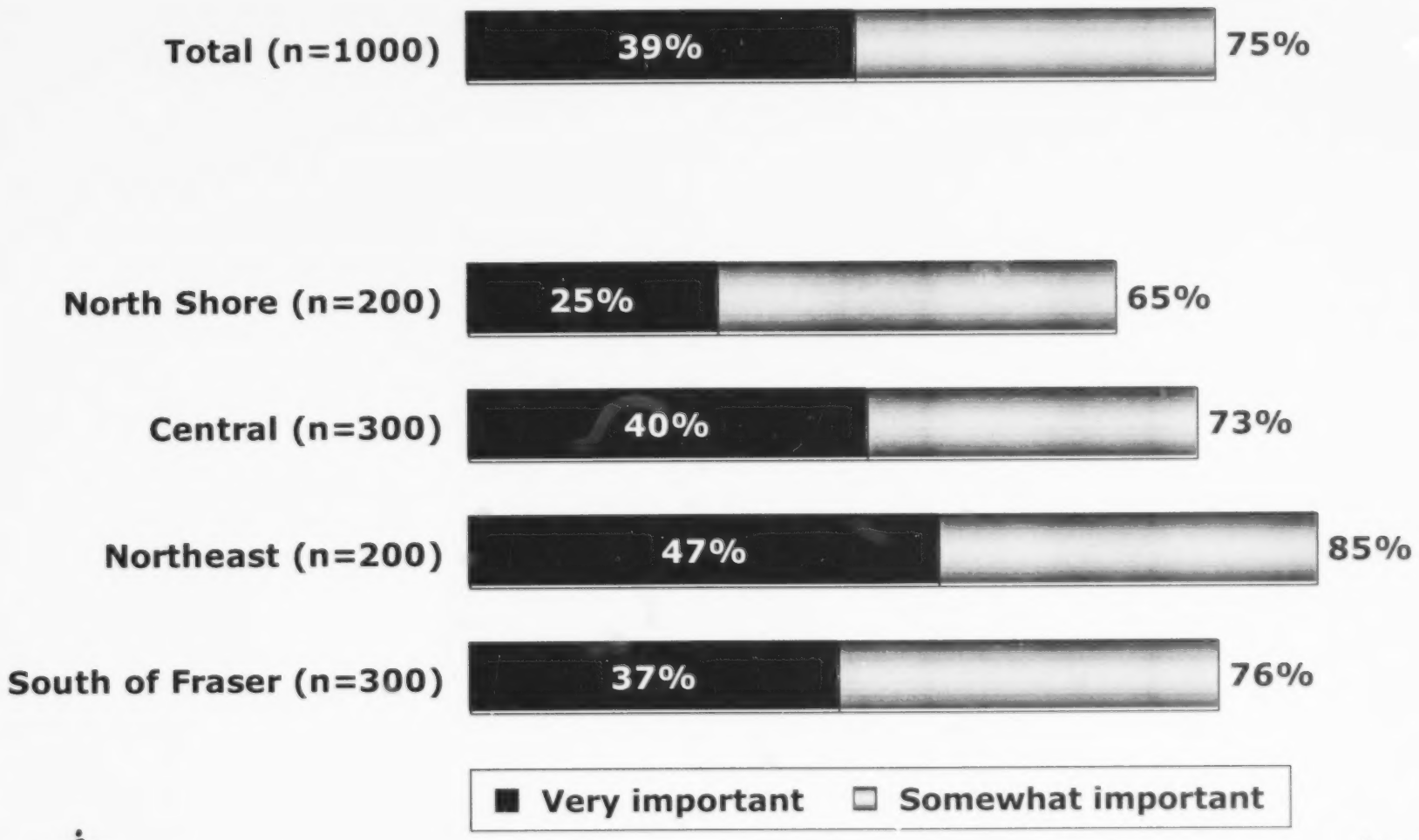
Major Transportation Projects

- The following list of major transportation projects was read out to respondents:
  - A rapid rail line from Coquitlam Town Centre to Lougheed Mall SkyTrain Station
  - The Richmond-Airport-Vancouver rapid rail transit project
  - The Fraser River crossing between Langley and Maple Ridge
  - The introduction of community mini-buses in a number of communities in the Lower Mainland
  - The South Fraser Perimeter Road along the south side of the Fraser from Highway 1 to Highway 99
  - Expanding the bus system by one-third more buses over the next ten years
  - The extension of rapid rail transit from Commercial Drive SkyTrain Station west along Central Broadway

Importance of Projects to You Personally

How important would you say this group of projects is to you personally?



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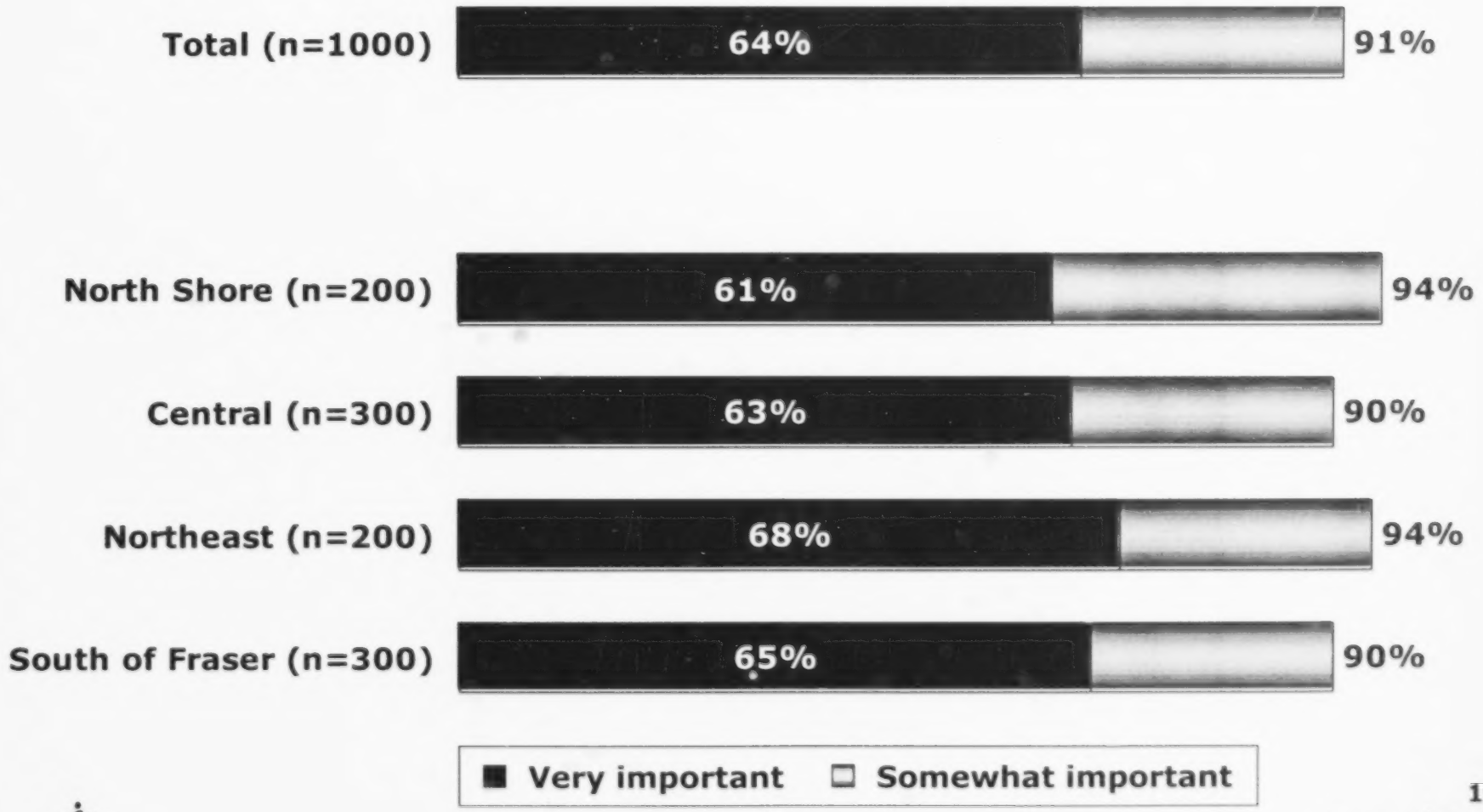
Importance of Projects to Region

How important would you say this group of projects is to the Greater Vancouver region?



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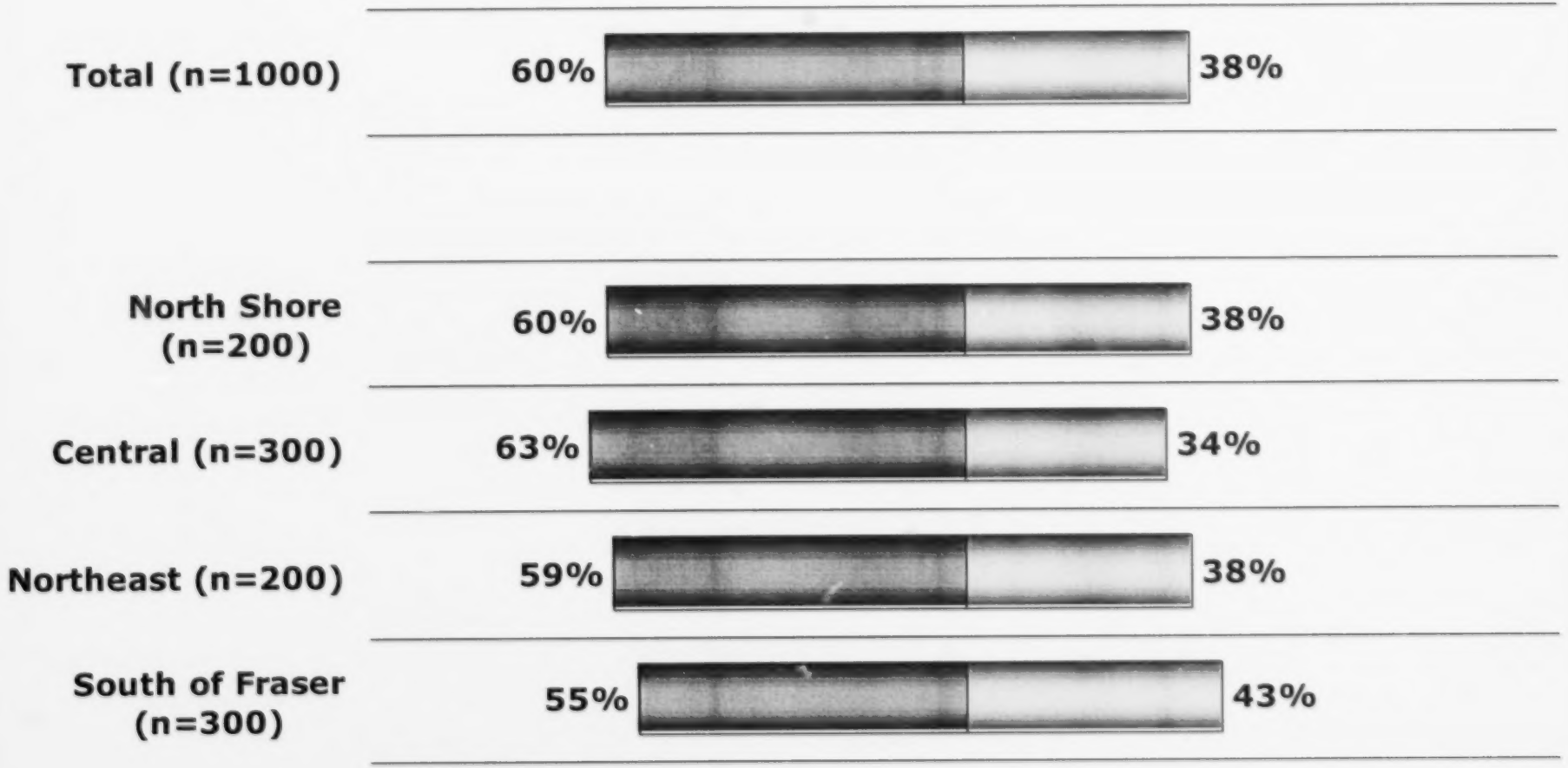
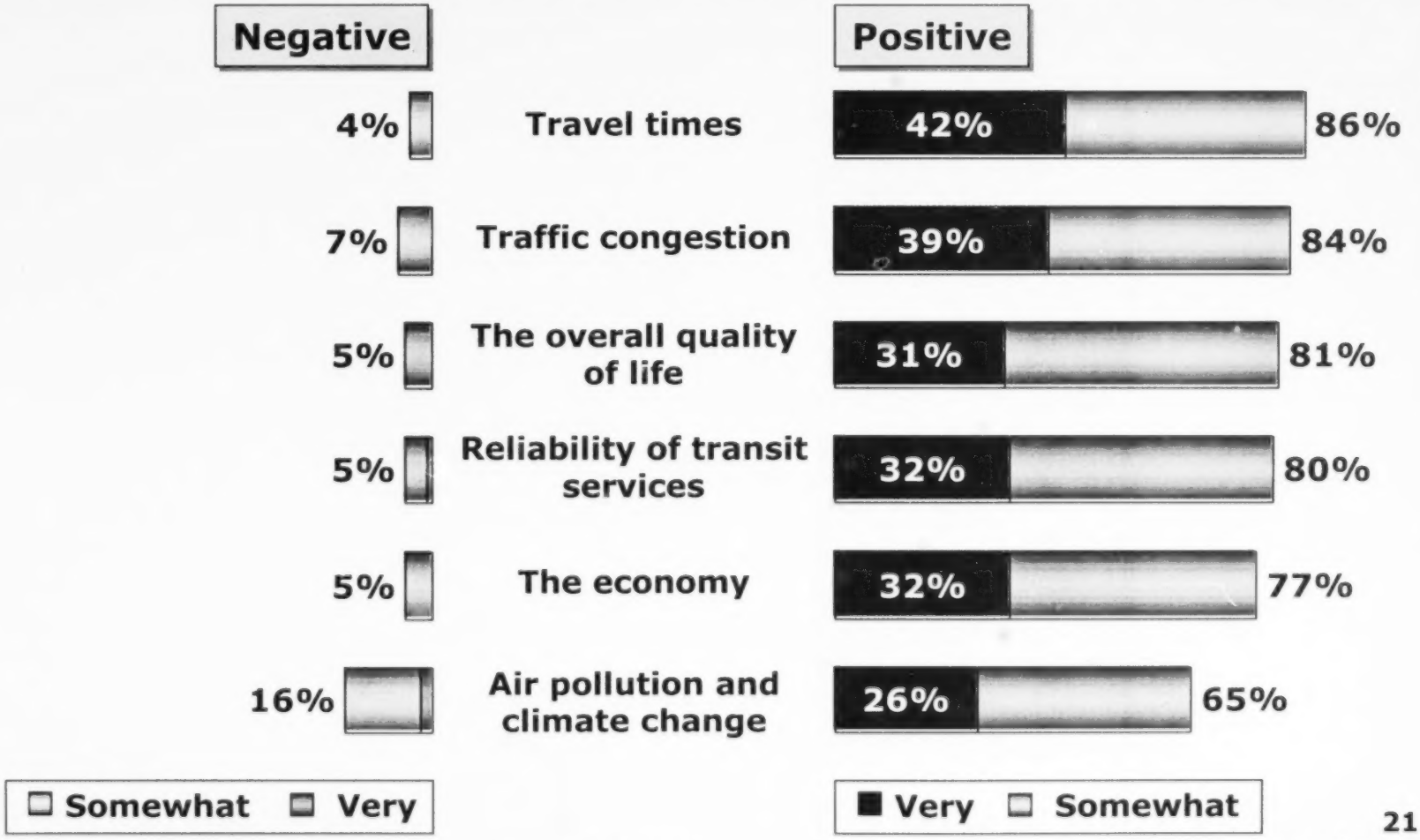
Who Will Benefit From Set of Projects?

When you think of the set of projects we just discussed – do you think they would generally benefit the entire Greater Vancouver region or do you think they would generally benefit only selected areas in the region?



Impact of Transportation Improvements

We've just talked about a number of different transportation projects. If these transportation projects go ahead, do you think they will have a very positive impact, somewhat positive impact, somewhat negative impact, very negative impact or no impact on … in the region?



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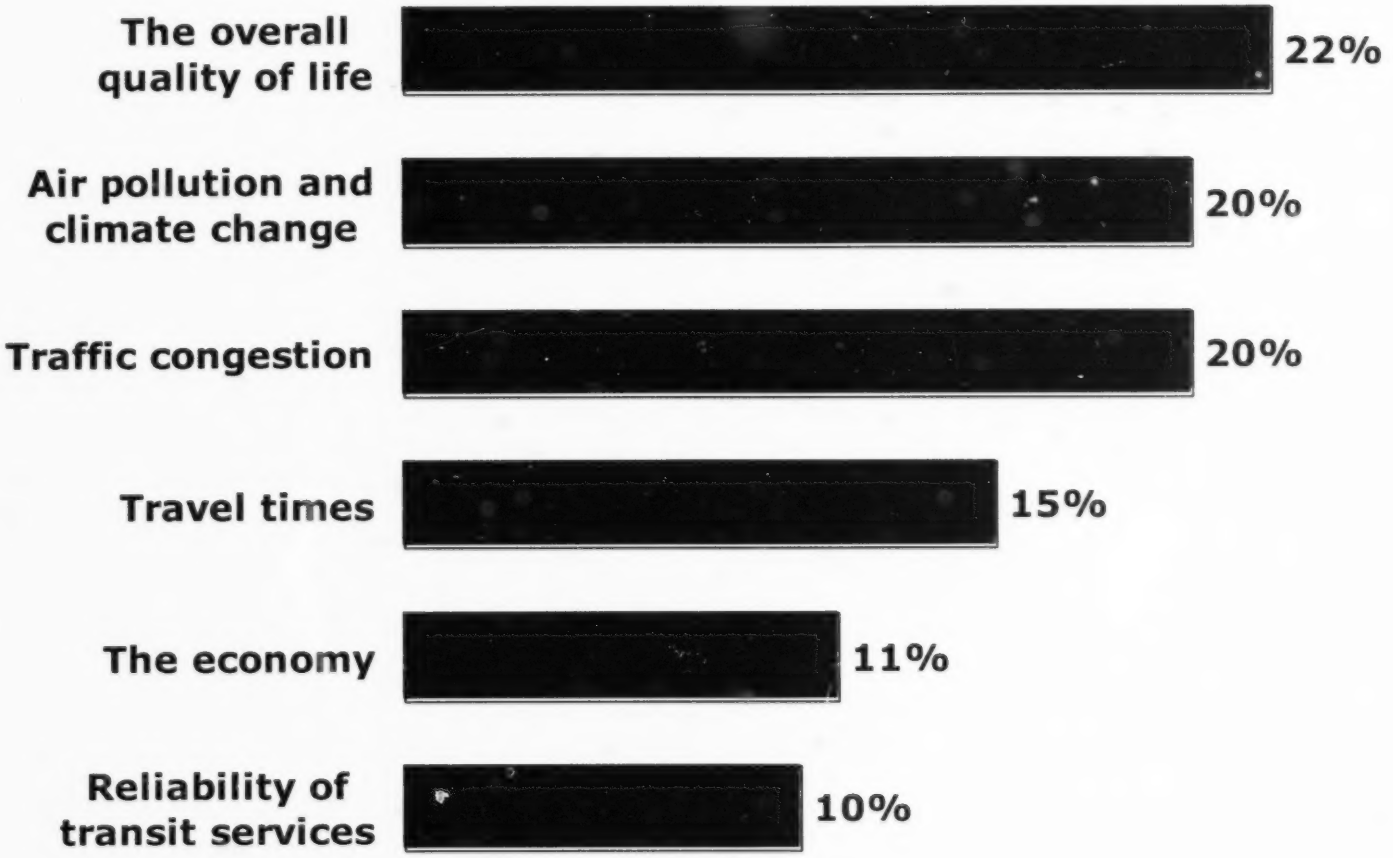
Impact of Greatest Importance

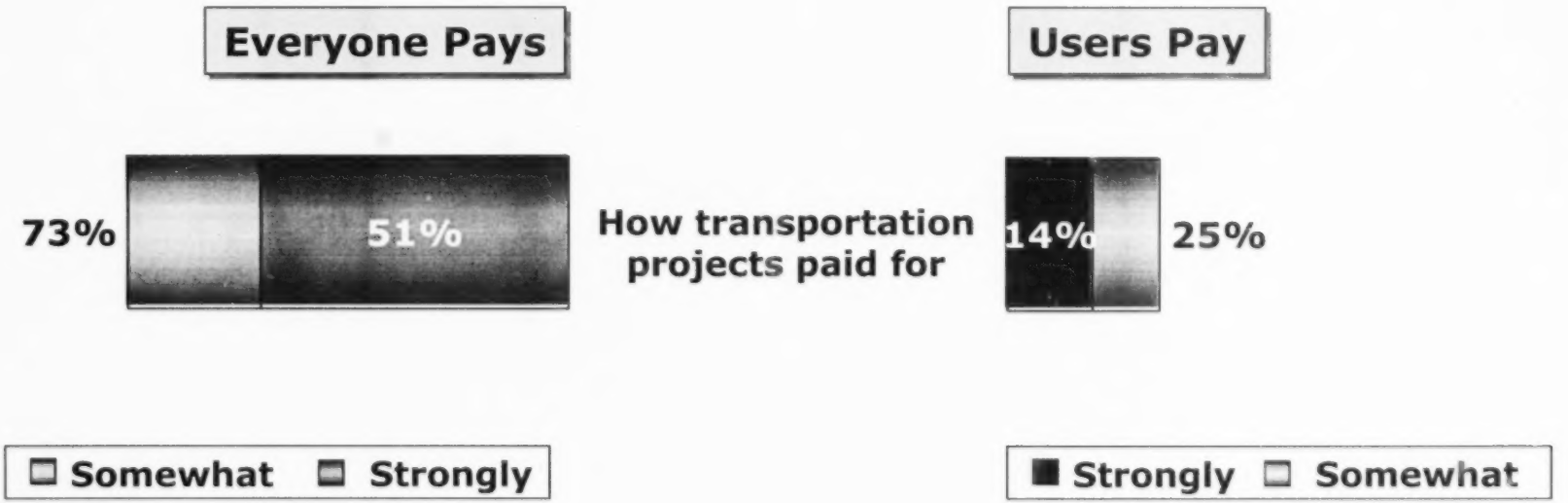
And, which ONE of these impacts is of greatest importance to you? Is it …?



(n=1,000)

Paying for Projects

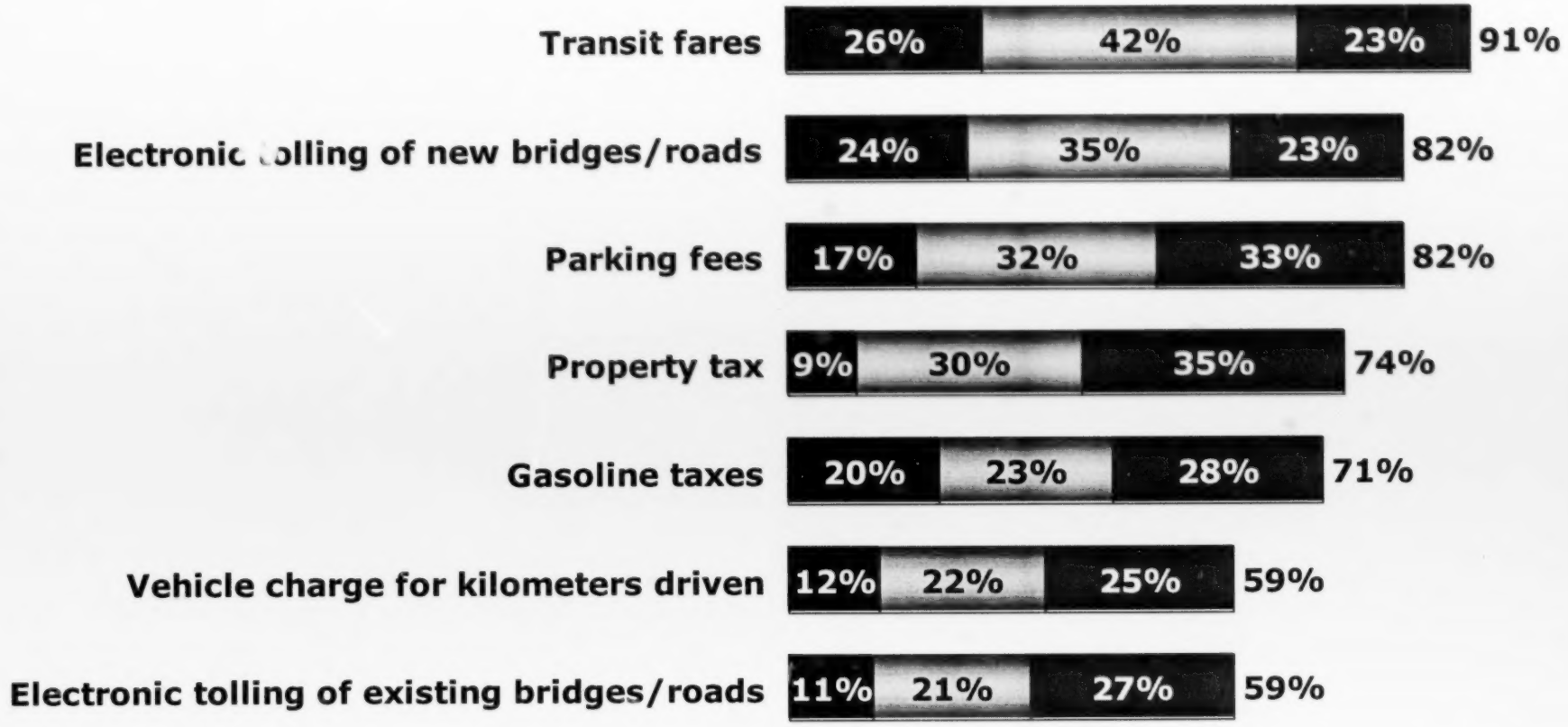
Now, I'd like to turn to the issue of paying for the types of projects we have discussed. Some/Other people say that everyone should pay for transportation projects. These people argue that transportation is like education and health care. We all pay because it provides a benefit to society as a whole and not just those who use the system. Some/Other people say that transportation projects should be paid for only by the people who use the transit, roads and bridges. These people argue that transportation is just like any other goods or service that we pay for by use.



(n=1,000)

Funding Sources for Projects

I'm going to read you a number of different funding sources. As I read each one please tell me whether you feel that the source should make up a large part of the funding, a medium-sized part, a small part, or no part of the funding for major transportation projects.



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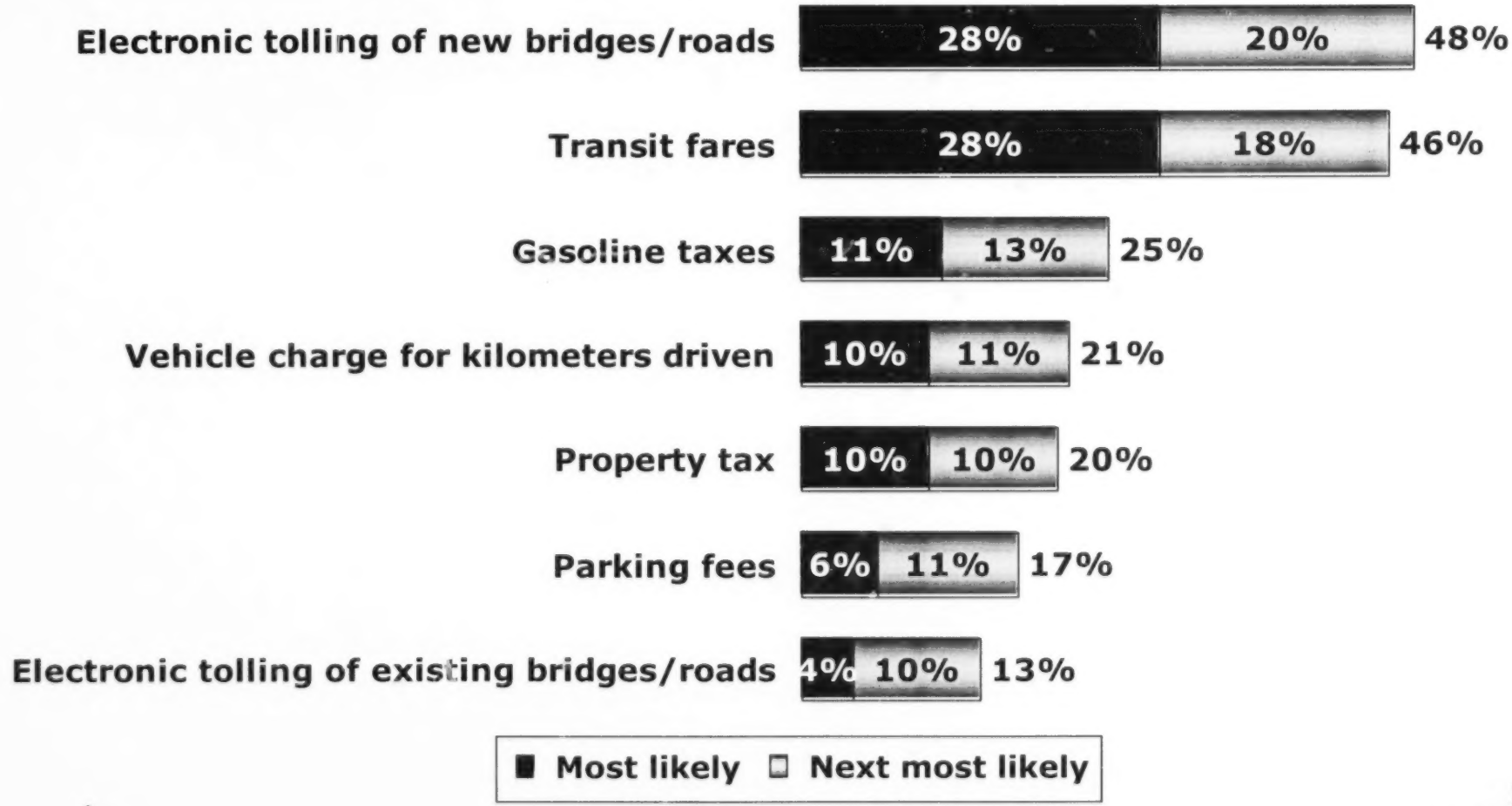
Support Funding Sources for Projects

I am going to read you a list of the options you just told me should make up part of the funding. Please tell me which of these funding sources you would be MOST likely to support? Which would you be NEXT MOST likely to support?



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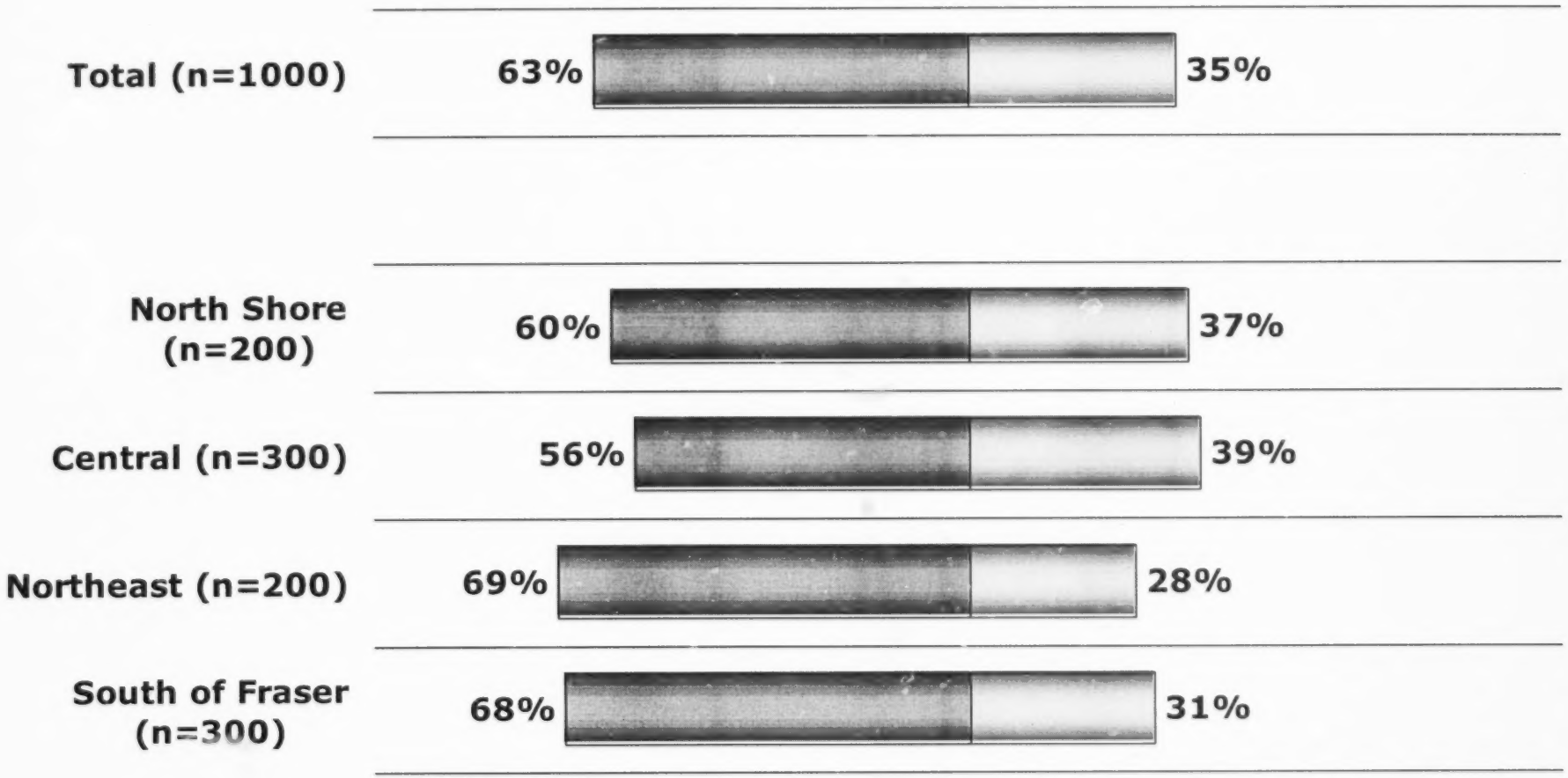
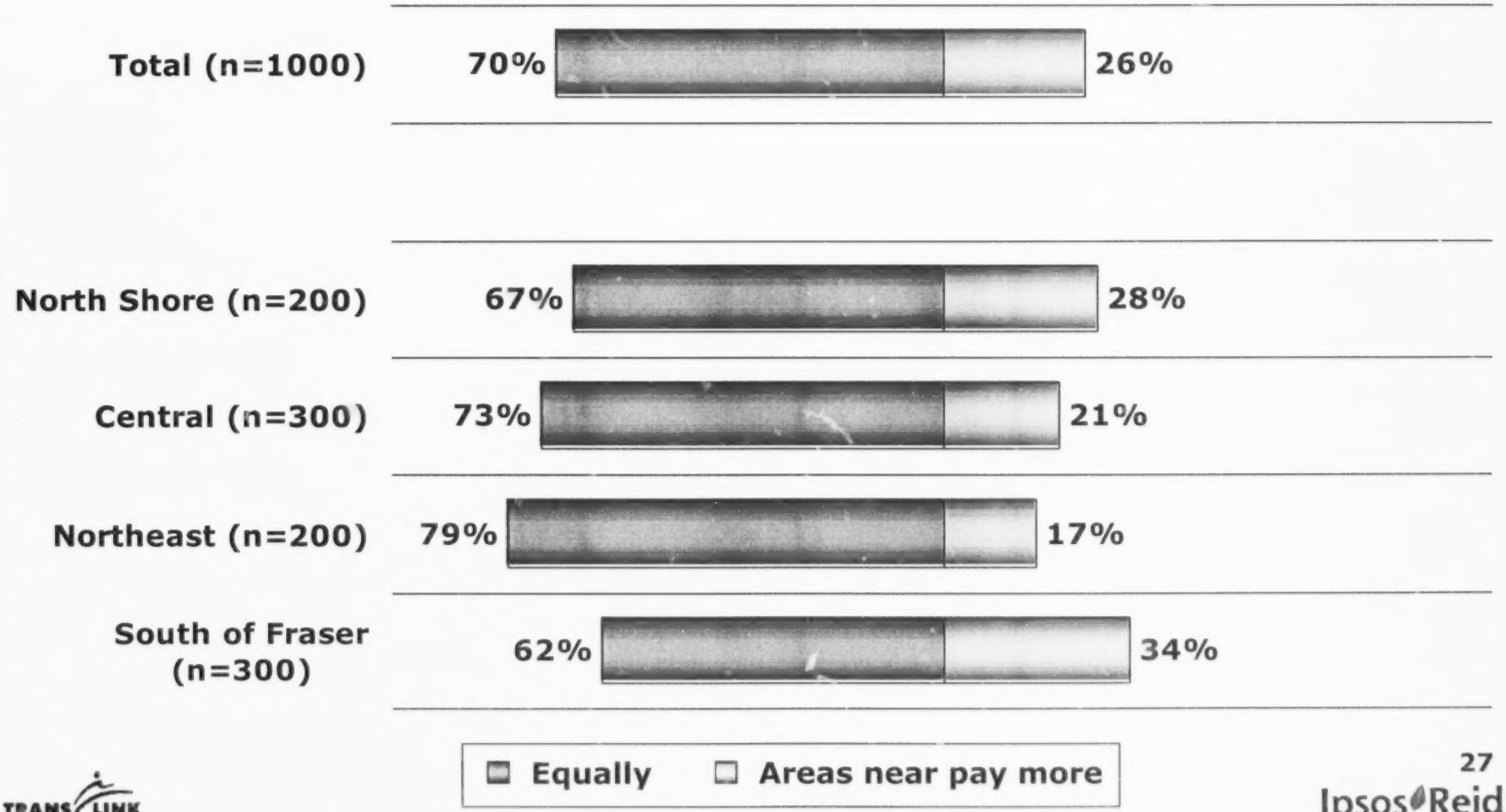
Toll Hours

If bridge or road tolls are established, do you think that tolls should be more expensive at congested rush hour periods and less expensive during non-rush hour times OR that tolls should be the same at all times?



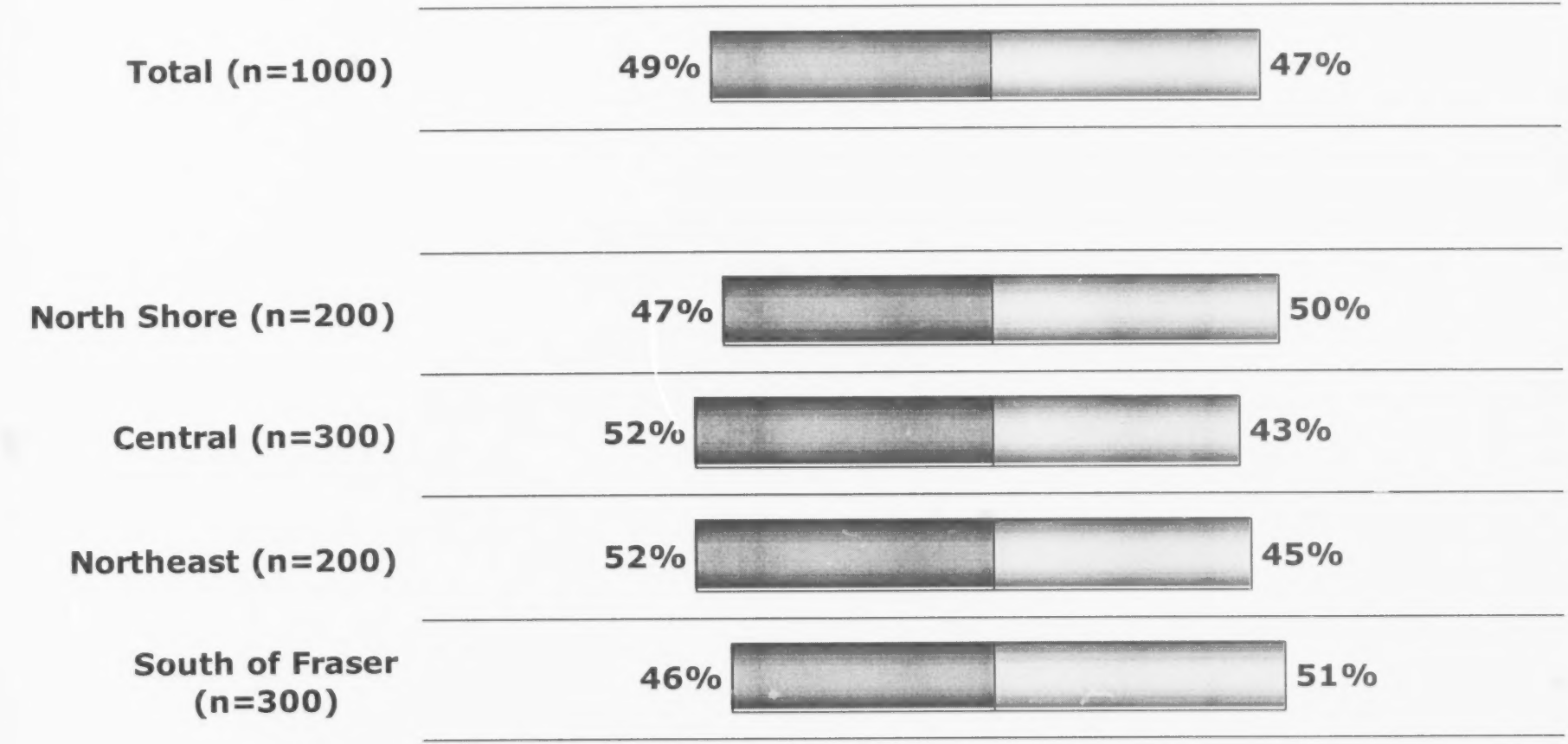
Property Tax Increase

If higher property taxes are to be used as a source of funding, do you think that the tax increase should be levied on all parts of the region equally OR that areas near the new construction should pay a greater share?



Bridge Toll

If a bridge toll is established, do you think that the toll should be used to improve transit, roads and bridges throughout the region OR that the toll should be used only for the maintenance and construction of the bridge where it is collected?



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Amount Per Person for Projects

The projects we have just discussed will require an additional $250 million, or $115 per person per year, 10 years from now. The required funding would come from a number of sources and would build up gradually. Starting in the year 2005, an additional $20 per GVRD resident would be required, increasing each year until it reaches $115 per resident 10 years from now. Some people might pay more and others less depending on their usage of the system. Generally speaking, does this seem like a reasonable or unreasonable amount to pay per person for the projects I described earlier?

* *Sample size reduced as question added after fieldwork began.*

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Richmond-Airport-Vancouver Project

- One of the projects we discussed earlier is the Richmond-Airport-Vancouver Rapid Transit Project.
  - This is a proposed rail rapid transit line connecting central Richmond, the Airport and Sea Island, central Broadway and downtown Vancouver.
  - A rapid transit line would connect with existing rapid transit lines at Waterfront Station and with major east/west transit services, to build another link in our rapid rail network.
  - The additional funding required by the Richmond Airport Vancouver project is $?5 million per year, which is about $15 per Greater Vancouver resident per year.

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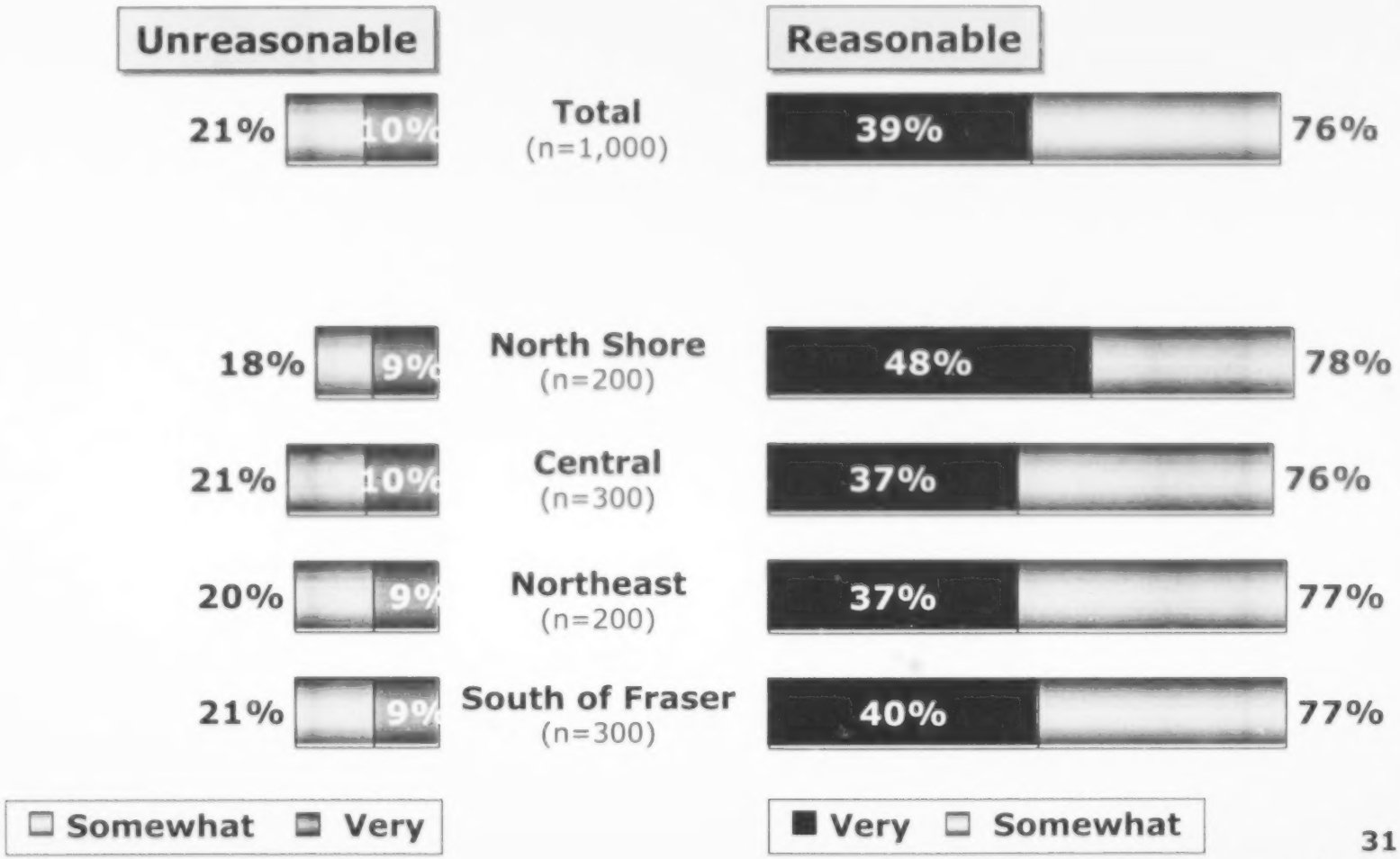
Cost Per Person For Richmond-Airport-Vancouver Project

Does this seem like a reasonable or unreasonable amount to pay per person for this project? Would that very or somewhat?



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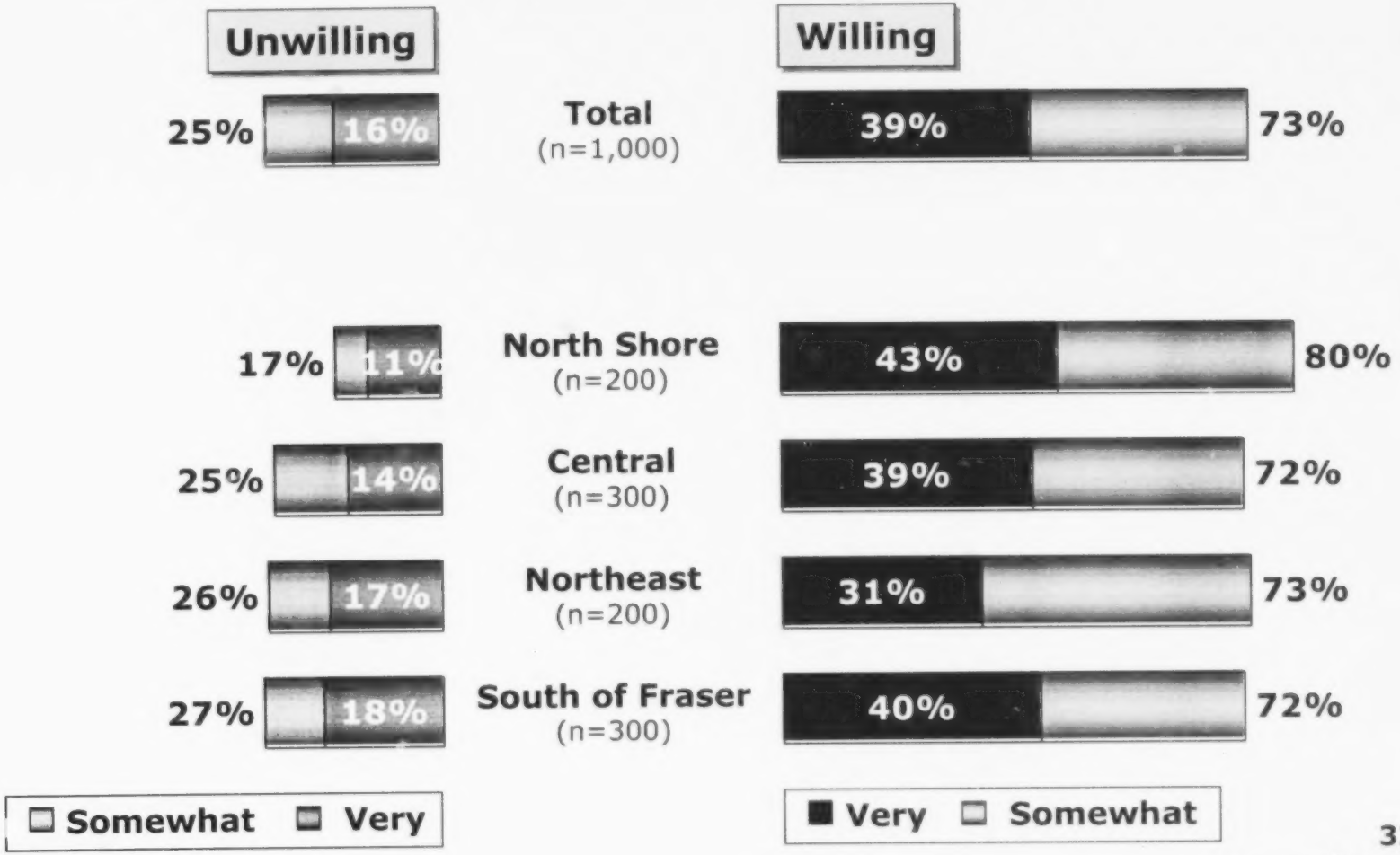
Willingness to Pay

Would you be willing or unwilling to allocate $15 per year from the $115 for the total package of projects that we talked about earlier to pay for the Richmond-Airport-Vancouver Rapid Transit Project? Would that be very or somewhat?



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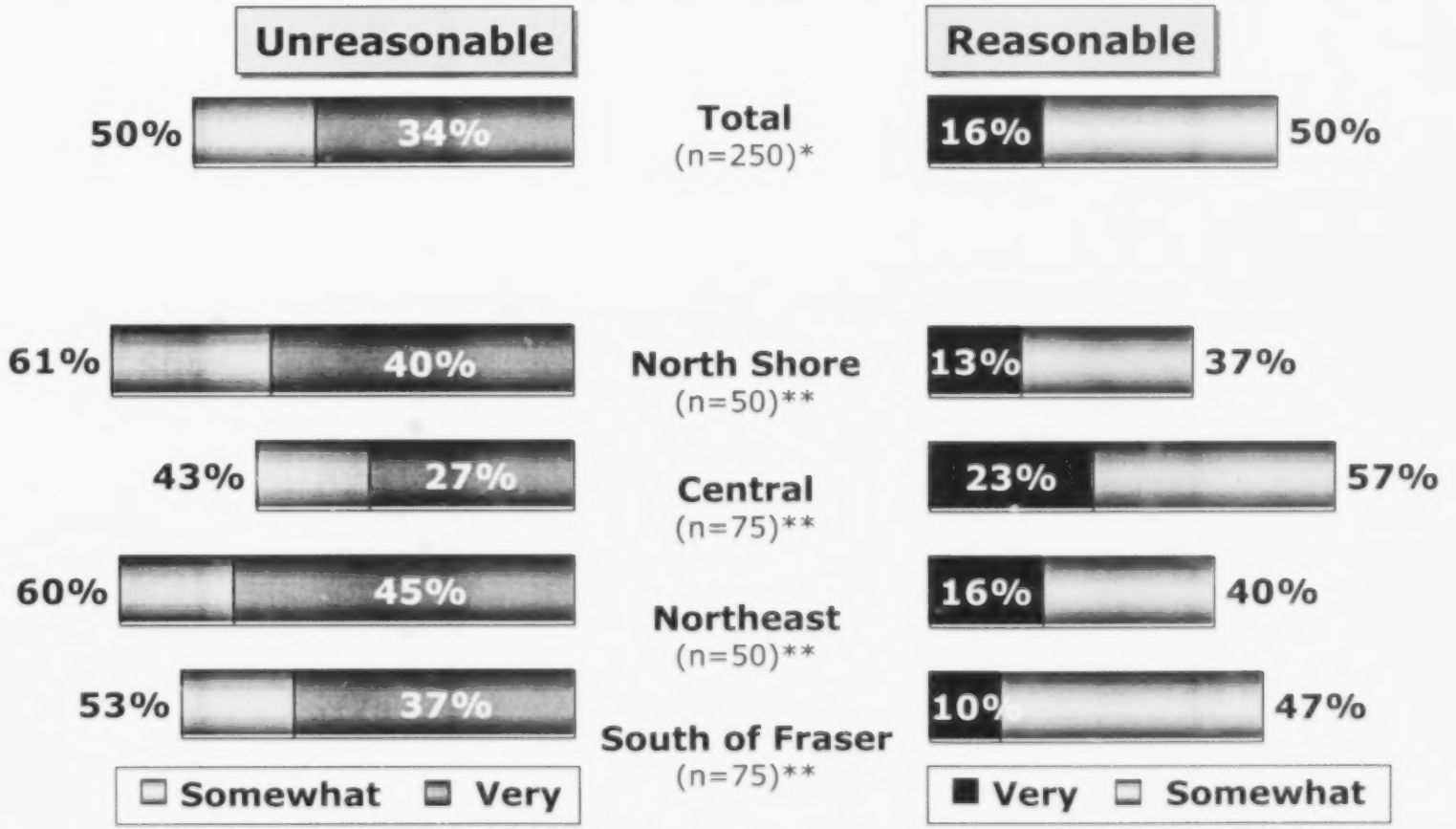
Electronic Tolling

In addition to the $115 per person by 10 years from now, new bridges and bridge expansions would also be paid for by electronic tolling averaging $3 per vehicle per crossing starting in approximately 4 years from now. Does this seem like a reasonable or unreasonable amount to pay for new bridge construction or expansion of bridges? Would that be very or somewhat?



* *Sample size reduced as question added after fieldwork began.*

** *Small base size, interpret with caution.*

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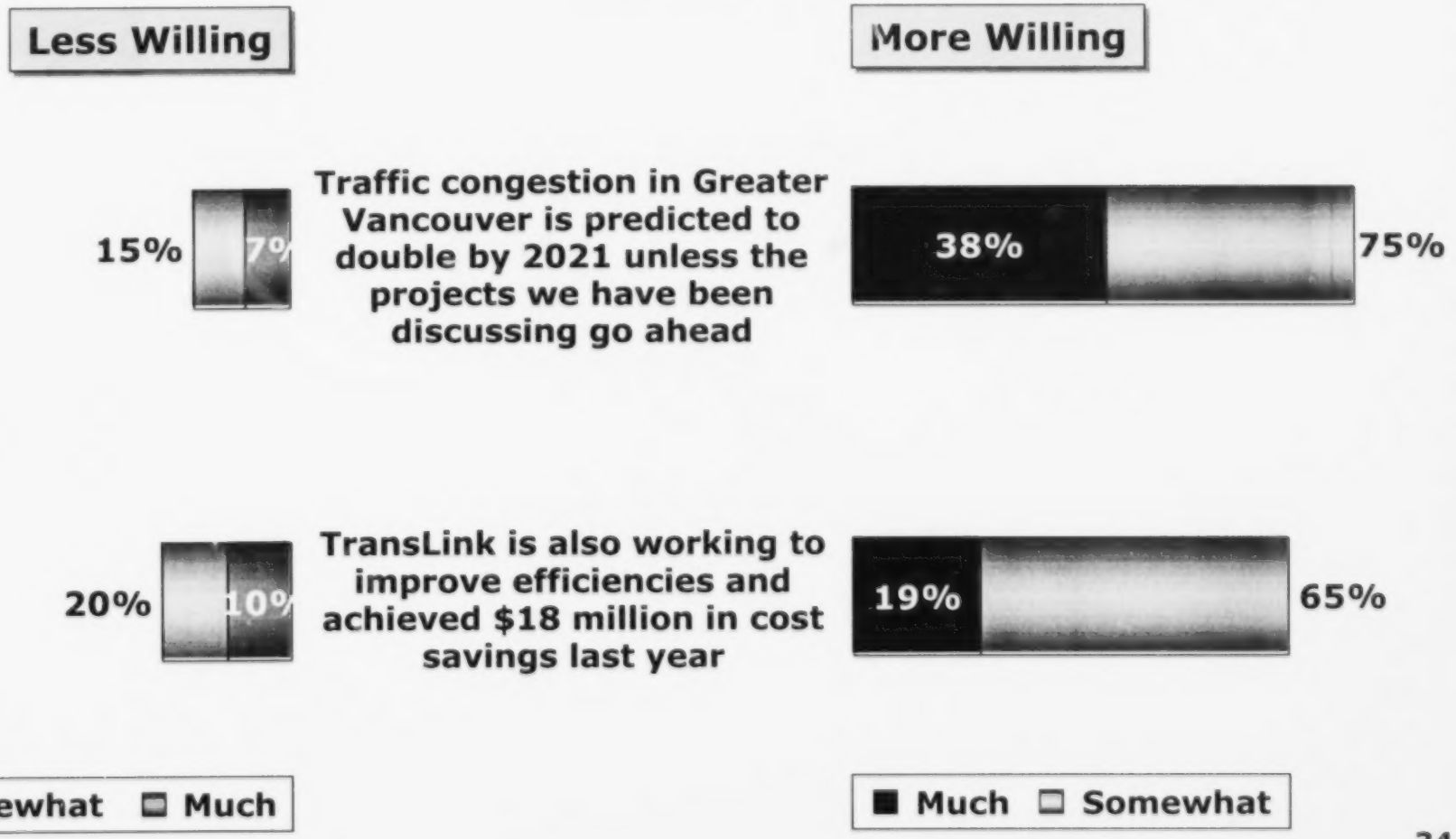
Willingness to Pay for Transportation Improvements

Thinking more generally again, would you be more willing or less willing to pay more for transportation improvements if you knew that …? Would that be much or somewhat more/less?



(n=1,000)

Willingness to Pay for Transportation Improvements (cont.)

Now, let me give you a little more information about these projects. The $115 per person would be used to pay for transit, road and bridge projects throughout Greater Vancouver. Many of these projects would also attract funding from the provincial and federal governments. In many cases, TransLink, the federal government and the provincial government would each share one-third of the cost of major transportation projects. Does knowing that for many of these projects the federal and provincial governments are sharing the cost make you more willing or less willing to pay more for transportation improvements?

* *Sample size reduced as question added after fieldwork began.*

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